

State Electrical & Instrumentation Apprenticeship Advisory Committee Meeting

Thursday, May 09, 2013

Madison Metropolitan Sewerage District
Operations Building
1610 Moorland Road
Madison WI 53713

DRAFT Meeting Minutes

<u>Members Present</u>	<u>Employer/Organization</u>
Butt, Nate (Co-Chair)	Quad Graphics - Sussex
Cannestra, Tony	GE Healthcare
Cestkowksi, Jim	MPI - Deerfield
Fitzsimons, Mark	MillerCoors
Friedeck, Rich	IBEW Local 663
Hafeman, Brian	PCA – Tomahawk
Lundey, Dave	MMSD
Roach, Mike	Trane Co
Salzwedel, Bill	Sargento Foods Inc
Wendt, Dean	Mercury Marine
<u>Members Absent</u>	<u>Employer/Organization</u>
Burr, Kelly (Co-Chair)	Kimberly Clark
Dejardin, Warren	Green Bay Packaging
Harrer, Tammy	Clearwater Paper
Smith, Ryan	Harley-Davidson
<u>Consultants and Guests</u>	<u>Employer/Organization</u>
Cook, Jim	MATC – Madison
Dawson, John	Trane Co – La Crosse
Hafner, Brian	Trane Co – La Crosse
Kiel, Todd	NWTC – Green Bay
Koskey, James	NTC – Wausau
Morgan, Karen	BAS – Bureau Director
Pardy, Dan	Madison Metro Sewage District
Perkofski, Lisa	BAS - Apprenticeship Training Representative
Smith, Owen	BAS – Policy and Program Analyst

1. The meeting was called to order at 10:05 am by Nate Butt, Committee Co-Chair, in conformance with the Wisconsin open meeting laws.
2. A roll call was conducted and a member contact information confirmation sign-in sheet was circulated.
3. The November 8, 2012 meeting minutes were reviewed and approved with the following correction: Consultant James Koskey's employer was changed from NCTC to NTC.
4. **Old Business**
 - a. **Maintenance Technician Exhibit A:** Karen Morgan reported that her final decision was not to change the Exhibit A, resulting in the required state electrical licensure to remain. She indicated that the reasoning behind the decision was to respond to industry needs.
 - b. **Maintenance Technician Job Book:** Nate Butt indicated that the sub-committee consisting of himself, Tammy Harrer, and Kelly Burr will update the job book accordingly to Karen's decision not to change the Exhibit A. Nate stated they would like another volunteer to work on the sub-committee.
 - c. **SAGE Grant Update (Owen Smith)**
 - Personnel Change: The new grant manager is Palle Pedersen (Palle.Pedersen@wi.gov).
 - The grant concludes on June 30, 2013.
 - Supportive services are available throughout the end of the grant. Owen Smith asked for feedback on income-eligible apprentices' experience accessing the funds. Members reported that most apprentices were not eligible because they earned more than the maximum qualifying income.
 - d. **Licensing Update:** Karen Morgan reported that the requirement to be licensed has been suspended, not set aside, for one year, and will become effective April 01, 2014. The requirement was suspended, not set aside. This being said Karen recommends that once Apprentices complete, they should still apply for their license.
 - e. **Other:** Karen Morgan handed out a snapshot of the Wisconsin Apprenticeship Standards webpage. She walked through where people inquiring about Industrial and Manufacturing Trades are directed. She noted that the website was lacking in position descriptions and asked for volunteers to work on creating position descriptions for the trades that fall under this committee. These position descriptions will be uploaded to the website to make it more robust. She indicated she would like to have this done prior to the next committee meeting so that it can be brought to the next meeting already in place for review.
5. **New Business**
 - a. **New Employee Member:** Owen Smith reported that the committee currently has seven employer representatives and six employee representatives. He indicated that the committee is looking for suggestions for a seventh employee representative.

b. 2014 Apprenticeship Conference:

Karen Morgan distributed the “Call for Conference Workshop Proposals for Wisconsin’s 26th Biennial Apprenticeship Conference.” The theme of the Conference is “The Apprenticeship Solution: Meeting the Challenge.”

The four broad workshop tracks are:

1. Challenge of a Changing Workforce – Potential topics:
 - Population shortages
 - Worker & Skill shortages
 - Generational Differences
 - Technology
2. Challenge of Partnership in Workforce Development – Potential topics:
 - Introductory "101" workshops to help audience understand more about a program, such as Apprenticeship, WIA, Youth Apprenticeship, DPI, WTCS
 - Continuation of Collaborate for Success Initiative
3. Challenge of Regulation and Policy – Potential topics:
 - Apprenticeship Regulations
 - Child Labor Laws
 - UI Benefits (apprentice and sponsor perspective)
 - Licensing (Barbering & Cosmetology, Electrical, Plumbing, etc.)
4. Challenge of Awareness & Outreach – Potential topics:
 - Working with the K-12 System
 - Recruitment of Apprenticeship Sponsors

Attendance at the 26th Biennial Apprenticeship Conference will include the 1) Workforce Development community which includes Workforce Development Boards, Community Based Organizations, WIA Service Providers, Job Service employees, and Economic Support; the 2) Education Community including K-12 teachers, principals, counselors, board members and Wisconsin Technical College System employees, and 3) the Apprenticeship Community including employers, members of employer associations, labor and employees.

DWD Secretary Newson asked BAS to broaden the scope of the 2014 Conference to include a greater variety of topics, audiences and speakers. Karen asked committee members to contact her with suggestions for topics and workshops. The deadline for submissions is June 3. The conference will be an agenda item for the fall meeting.

c. Outreach

- Outreach Campaign to Manufacturing was launched by BAS in April. The campaign targets the industrial sector which has frequently cited a skills gap and lack of qualified workers and, like the construction sector, will soon face the retirement of much of the 65-year-old workforce without a sufficient population turning 18, the earliest age of an entry-level worker. The campaign call-to-action encourages more manufacturers to invest in the future of their unskilled workers by training them through the apprenticeship program rather than through skill-specific boot camps.

- Outreach Campaign to K-12: Through the Advisory Council, BAS developed a series of brochures on the educational value of an apprenticeship and careers in the skilled trades; target audiences include students, parents, teachers and technical colleges. The material was included in a mass mailing by the Department of Public Instruction to superintendents and heads of the school boards. The Bureau is awaiting feedback from the mailing.

The campaign includes the following: “Get your degree in doing” billboards in Green Bay, Madison, Milwaukee and Wausau; and a public service announcement emphasizing the value of an education in the skilled trades not just a four-year degree; three videos on the value of apprenticeship training; news events with Secretary Newson; news releases posters; post cards; flash drives; and adhesive cloths to wipe smart phones.

- d. **Other:** Dave Lundey requested that in the near future the committee review the Industrial Electrician Job Book.

6. **WTCS Update**

Todd Kiel reported that Madison College is now operating their Industrial Electrician Apprenticeship with 720 hours of related instruction. Classes are weekly during the first year and bi-weekly in the second through fourth year.

7. **Electrical & Instrumentation Apprenticeship Program Participants**

- Owen Smith reported that there are currently a total of 350 apprentices and 142 employers participating in the trades underneath the committee. The apprentice total is down from 383 in November 2012 but within the average range for 350-360 over the last four years.
- Owen also stated that BAS will be getting new reporting software. This new software will provide more options to search data as well as more options for presenting the data.

8. The next meeting is tentatively scheduled for Thursday, October 24, 2013, at the WTCS Foundation in Waunakee, WI.

9. The meeting adjourned at 1:38 p.m.

10. **Follow-Up Items**

As a result of the discussions above, the following will occur:

- I. BAS will email the current Maintenance Technician Exhibit A to all committee members.
- II. BAS will coordinate a webinar with the Job Book focus group, which consists of Nate Butt, Tammy Harrer, Bill Salzdel, and Kelly Burr. Bill Salzdel is the point person for the project.
- III. BAS will convene a focus group to prepare position descriptions for all trades underneath the committee for the fall meeting. The group will use the Exhibit As and O*NET descriptions as source material. The descriptions will be uploaded to the BAS website. The focus group will consist of Bill Salzdel, Mark Fitzsimmons, Anthony Cannestra, and a Technical College representative.
- IV. BAS will email the Exhibit As and Job Books for the following positions to Mike Roach: Maintenance Mechanic, Industrial Electrician and Maintenance Technician.

Submitted by Lisa Perkofski, Recorder